

Home Furnishings Calendar 1950

JANUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors *
 * on national trade and consumer publications. This list covers decorating, *
 * appliances, food, building, gardens - every phase of the home furnishings field. *
 * To yearly subscribers this list is free. Non-subscribers pay \$25 for it. *
 * Additional copies are \$5 each to yearly subscribers. Personnel changes and *
 * additions are published weekly. Avail yourself of this invaluable service. *
 * ***** *

* One of our important functions is to clear dates so that conflicts will not *
 * arise. Check with us as to available times before scheduling your next affair. *
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* Events are listed without charge in the CALENDAR for approximately six weeks in *
 * advance. Let us have your listing as early as possible so that we may help you *
 * to avoid conflicts in dates and give you increasingly better service. New events *
 * last minute changes and revisions are added each week as scheduled. *

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Aug. 24 9:00 A.M.- 11:00 A.M.	PRESS BREAKFAST Twenty-five new silk patterns including those imported from France and Italy as well as domestic silks will be on display at the "Renaissance of Silk" breakfast for the press and trade. Mr. Walter E. Puschel, vice-president and production manager who is a leading authority on silks will be present to answer questions. These new silks will be available to the trade for early fall selling. Contact: David Ehrlich, Baldwin & Mermey, MU. 4-4540.	F. SCHUMACHER & CO.	535 MADISON AVE.
Thursday Aug. 24 Dinner	TESTIMONIAL DINNER FOR GEORGE F. LITTLE In honor of Mr. Little who reaches seventy years of age and who has served these two associations for the past twenty-five years as well as many other industries in the home furnishings field, a dinner and dance will be held on this date. Tickets are \$7.50 each. Tables seat ten but reservations may be made for parties of any size. Contact: Mr. Jack B. Orenstein, 225 Fifth Avenue, New York 10, N.Y.	EASTERN MFRS. & IMPORTERS NATIONAL GIFT & ART ASSN.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Aug. 24 Just out	NEW PRODUCT A new glass-fiber tube and pipe material called "Glasweld" had been developed as a replacement for steel and other critical metals. According to the manufacturers, Glasweld has the strength of steel and is rust and corrosion proof and has found a ready acceptance in the structural and electrical fields. Publicity: Joe Rogers, Berens Org., Inc., MU. 3-3893.	U.S. PLYWOOD CORP.	55 WEST 44TH ST.
Aug. 24-26	PENNSYLVANIA DUTCH CELEBRATION, HERSHEY, PENNSYLVANIA.		

POSTPONEMENT

The Press Breakfast to have been given by the Aquarium Institute of America on Aug. 25 has been indefinitely postponed.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Aug. 27- Aug. 30	ANNUAL OHIO STATE GIFT SHOW, HOTEL DESHLER-WALLICK, COLUMBUS, OHIO. CONTACT: W. E. OFFINGER, 15-117 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Sunday Aug. 27- Aug. 30	SECOND CALIFORNIA HOUSEWARES SHOW	LOS ANGELES TRADE FAIR 1151 SO. BROADWAY	BILTMORE HOTEL LOS ANGELES, CAL.
	It is expected that the second Western Housewares Show will be much larger than its predecessor. Over 9000 buyers from the Western States alone are expected to attend this event. Contact: Woody C. Klingborg, L.A. Trade Fair. Publicity: Medberry & Barth, 860 S. Los Angeles St., Los Angeles, California.		
Aug. 27-31	NATIONAL JEWELRY FAIR, STEVENS HOTEL, CHICAGO, ILLINOIS.		
Aug. 27	LEIPZIG AUTUMN FAIR, LEIPZIG, GERMANY TO SEPT. 1.		
<u>WEEK BEGINNING MONDAY, AUGUST 28. 1950</u>			
Monday Aug. 28 4:00 P.M.- 7:00 P.M. Cocktails	PRESS OPENING	MODERN DESIGNS INC.	137 EAST 25TH ST.
	The press is invited to attend a party marking the formal opening of this organization. On display at the showroom will be the newly designed line of contemporary upholstered pieces as well as some new case units. <u>By invitation only.</u> Publicity: Virginia Burdick, OR. 4-6462.		
Aug. 28- Aug. 31	MID-SOUTH GIFT AND JEWELRY SHOW, KING COTTON HOTEL, MEMPHIS, TENNESSEE. CONTACT: A. J. CORY, SHRINE BUILDING, MEMPHIS, TENNESSEE.		
Aug. 31	BRITISH FOOD FAIR, LONDON, ENGLAND TO SEPTEMBER 9.		
Friday Sept. 1	SKETCHES FOR NEW EMBLEM AM. INSTITUTE OF DECORATORS 41 EAST 57TH ST. All members and registered students of the A.I.D. are urged to submit sketches of a new emblem or insignia for the organization. Deadline is September 1, 1950. Submit as many sketches as you wish. There will be a prize for the finished drawing of the insignia selected by the National Board of Governors. Contact: Theodor Muller and Karl Bock, A.I.D., 41 East 57th St., New York 22, N.Y., MU. 8-0238.		
Sept. 1- Sept. 8	BOSTON GIFT SHOW, STATLER HOTEL, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 200 FIFTH AVE., N.Y.C., MU. 9-7147.		
Sept. 2- Sept. 10	TRI-COUNTY HOME SHOW, PALISADES AMUSEMENT PARK, PALISADES PARK, N.J. CONTACT: ORKIN EXPOSITIONS MANAGEMENT CO., 8 W. 40TH ST., BR. 9-0993.		
Sept. 2-17	THE EUROPEAN FAIR OF STRASBOURG, STRASBOURG, FRANCE.		
Sept. 3- Sept. 7	DETROIT GIFT SHOW, HOTELS STATLER, BOOK-CADILLAC, DETROIT, MICHIGAN. CONTACT: WALTER OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.		
Sept. 3- Sept. 8	SOUTHWESTERN GIFT SHOW, BAKER HOTEL, SANTE FE BLDG., ETC., DALLAS, TEXAS. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		
Sept. 3-8	ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS.		
Sept. 3- Sept. 8	PARKER HOUSE GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK BEGINNING MONDAY, SEPTEMBER 4, 1950

Sept. 4	LABOR DAY (MONDAY).		
Sept. 4- Sept. 7	YORK ANTIQUES SHOW, YORK, PENNSYLVANIA. CONTACT: MRS. M. I. RENNER, 483 WEST MARKET ST., YORK, PENNA.		
Sept. 4- Sept. 8	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, MU. 9-7147.		
Monday Sept. 4- Sept. 8	NATIONAL WALLPAPER TRAINING INSTITUTE	WALLPAPER WHOLESALERS ASSN. UNIV. OF HOUSTON 1421 CHESTNUT, PHILA., PA. HOUSTON, TEXAS	
	Purpose of the Institute is to provide a concentrated training program for those in the wallpaper business. Registration must be made in advance; it is \$15 which covers cost of the course. Address Natl. Wall-paper Training Inst., Univ. of Houston, Houston, Texas. Contact: Howard T. Hovde, Wallpaper Wholesalers Assn., 1421 Chestnut St., Phila. 2, Pa.		
Sept. 4- Sept. 9	BOSTON FALL FURNITURE SHOW, MECHANICS BUILDING, BOSTON, MASSACHUSETTS. CONTACT: M. C. O'BRIEN, 90 CANAL STREET, BOSTON, MASSACHUSETTS.		
Sept. 5- Sept. 7	17TH MERCHANDISE MART, PITTSBURGH WHOLESALE MERCHANTS ASSN., WILLIAM PENN HOTEL, PITTSBURGH, PA. CONTACT: E.M. MARKS, CRESCENT SALES CO., PITTSBURGH.		
Sept. 5-14	INTERNATIONAL TRADE FAIR, UTRECHT, NETHERLANDS.		
Tuesday Sept. 5	NEW SHOWROOM	S. RONEY COMPANY	220 FIFTH AVENUE
	By this date the new showroom, designed for this company by Kim Hoffmann and Stephen Heidrich, is expected to be ready. Her fine domestic and imported Tyrolen crystals ware will be shown. Contact: Kim Hoffmann, PL. 5-9555.		

1950 INTERNATIONAL TEXTILE EXHIBITION

This exhibition is open to designers of all textiles whose design is their own exclusive property. Designs must be on textiles, not paper. All entries must be eligible for purchase awards which are for the article entered which becomes the property of the Art Dept., Women's College of the University of North Carolina. The design remains the property of the designer. Awards will be given in the following categories: woven rugs, woven clothing fabrics, woven draperies and upholstery, napery and linens, etc., printed textiles, woven synthetics, woven linen. Entry blanks must be received by September 15, 1950 and exhibits by September 22, 1950. Exhibition opens November 1 and runs through November 30, 1950. Address, Secretary, 1950 International Textile Exhibition, The Women's College of the University of North Carolina, Dept. of Art, Greensboro, North Carolina.

Wednesday Sept. 6 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY	NATL. FURN. AND HOME- FURNISHINGS SHOW, INC.	GRAND CENTRAL PALACE NEW YORK, N.Y.
	A preview cocktail party, <u>by invitation only</u> , will be held on the above date for the trade, newspaper and magazine press and for the press representatives of the exhibitors, only. Publicity: Louise Sloane, TR. 4-6182.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 6 8:15 P.M.	FIRST FALL MEETING A special program is being planned for the club's opening session which will include the installation of officers and directors. Contact: Henry de Brito, LO. 5-2381.	HOME FURNISHINGS CLUB	HOTEL STATLER
Wednesday Sept. 6- Sept. 8	REGISTRATION DAYS Students wishing to register for the coming year should present themselves on one of these three days. Applications for admissions should be made as early as possible and filed with the \$10 matriculation fee. Address: Registrar, Parsons School of Design, 136 E. 57th St., New York 22, N.Y.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH ST.
Sept. 6-16	BIRMINGHAM RADIO AND TELEVISION EXHIBITION, BIRMINGHAM, ENGLAND.		
Thursday Sept. 7	CENTENNIAL OF GAS SERVICE IN CHICAGO TO BE COMMEMORATED BY EXHIBIT AT MUSEUM OF SCIENCE & INDUSTRY. CONTACT: PEOPLES GAS LIGHT & COKE CO.		
Thursday Sept. 7- Sept. 17	NEW MIRRORED FURNITURE A new line of traditional furniture in the Biedermeier manner will be created by Roy Requa Design Assoc. for fall showing by the New Era Glass Co. Several pieces of the Beidermeier line, depicting a new trend in mirrored furniture, will be on exhibit for the first time at the National Home Furnishings Show at Grand Central Palace on the above dates, and will be sold through retail stores, nationally. Publicity: Virginia Burdick Public Relations, OR. 4-6462.	NEW ERA GLASS CO.	GRAND CENTRAL PALACE, N.Y.
Thursday Sept. 7- Sept. 17	NATIONAL HOME FURNISHINGS SHOW Plans are for the second National Home Furnishings Show to be a three-floor event. Exhibitors include manufacturers, retailers, designers and leading decorators. This is the only show of its kind open to the public. Two theatres will show special features and events. The Designers' Gallery, Gallery of Table Settings, Gallery of Window Treatments and countless other distinctive exhibits will make this Show an outstanding contribution to the home furnishings industry. Exhibitors will be asked to compile lists of 50 of their dealers to whom complimentary tickets will be issued, allowing them free admission to the Palace any morning from 10 to 12 A.M. Regular show hours are from 12 to 10:30 P.M. daily, except Sunday 1:00 to 10:30 P.M. Admission, \$1.00. Contact for special features and events: Jane Scriven, Anderson, Davis & Platte, Inc., PL. 3-5200. Publicity: Louise Sloane, TR. 4-6182.	NATL. FURN. AND HOME-FURNISHINGS SHOW, INC.	GRAND CENTRAL PALACE NEW YORK, N.Y.
Thursday Sept. 7- Nov. 1	STORE OPERATION CONFERENCES Store operation conferences for department, furniture and specialty store retailers in fourteen key cities will start, conducted by Mr. Oscar Wilkerson, a member of the executive staff of Amos Parrish. Dates are as follows: Philadelphia, Pa., Sept. 7-8; Boston, Mass., Sept. 11-12; New York, N.Y., Sept. 13-15; Pittsburgh, Pa., Sept. 18-19; Cleveland, Ohio, Sept. 20-22; Detroit, Mich., Sept. 25-26; Chicago, Ill., Oct. 2-3; Denver, Colo., Oct. 5-6; Seattle, Wn., Oct. 9-10; San Francisco, Cal., Oct. 12-13; Los Angeles, Cal., Oct. 16-17; Dallas, Texas, Oct. 23-24; St. Louis, Mo., Oct. 26-27; Atlanta, Ga., Oct. 31-Nov. 1. Contact: Merrill A. Watson, Carpet Institute, BR. 9-1033. Publicity: Melva Chesrown, Fred Eldean Org., EL. 5-7651.	AMOS PARRISH	KEY CITIES COUNTRYWIDE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 7- Sept. 17	NEW DECORATIVE ACCESSORIES Examples of unusual wall treatments in her unique bas-relief fiber sculpture will be introduced by Kathi Urbach in her exhibit which will also highlight new china accessories and a lamp of her own design. Furnishings credits include a hand-loomed rug especially created for Miss Urbach by Edward Fields as a forerunner of his new line. Widdicomb modern furniture and Thaibok fabrics. Pub.: Frances Carter Scott, OR.5-3815.	KATHI URBACH	GRAND CENTRAL PALACE, N.Y.
Sept.8-25	PARMA INTERNATIONAL EXHIBITION OF PRESERVED FOODS, PARMA, ITALY.		
Sept. 9-24	GHEENT INTERNATIONAL FAIR, GHEENT, BELGIUM.		
Sunday Sept. 10	HOMEMAKER SECTION Timed to coincide with the National Home Furnishings Exposition in Grand Central Palace, this family buying guide for home furnishings will be the first home maker section of the fall season. Advertising forms close Friday, Sept. 1; final deadline for copy and plates is Tuesday noon, Sept. 5. Early reservations are recommended. Contact: Adv. Dept., The News, 220 East 42nd Street, New York 17, N.Y.	N.Y. SUNDAY NEWS	220 EAST 42ND ST.
Sept. 10-12	COLOGNE TRADE FAIR, COLOGNE, GERMANY.		
Sept. 10- Sept. 13	NATIONAL FROZEN FOOD LOCKER ASSN. NATL. MEETING, PALMER HOUSE, CHICAGO. CONTACT: S. T. WARRINGTON, 308 W. WASHINGTON ST., CHICAGO, ILLINOIS.		
Sept. 10- Sept. 14	CLEVELAND GIFT & ART SHOW, STATLER HOTEL, CLEVELAND, OHIO. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Sept. 10- Sept. 17	NATIONAL HOME WEEK SPONSOR: NATL. ASSN. OF HOME BUILDERS, 1028 CONN. AVE., WASHINGTON, D.C.		
Sunday Sept. 10- Sept. 22	"MRS. AMERICA" CONTEST The 12th annual "Mrs. America" contest with judging based 50 per cent on beauty and 50 per cent on homemaking ability will be held. Each contestant must fill out a housecleaning quiz, prepared by The Woman Magazine; submit samples of crocheting in contest sponsored by The Spool Cotton Company; devise a novel way to use a cornbroom in housecleaning in a contest sponsored by National Broom Manufacturers Association; and compete in a cooking contest featuring the new Northwester pheasant-chicken. Sept. 11 through Sept. 16 the winner will distribute her prize-winning recipes and demonstrate homemaking hints at the Reading Fair, Fairgrounds, Reading, Pa. Sept. 22 Mrs. America will make a personal appearance at the National Association of Home Builders in Washington, D.C., in connection with the home building program. Sept. 24 through Sept. 30, she will appear in the Domestic Arts Building of the N.J. State Fair at Trenton, N. J. to present blue ribbon awards in needlecraft and cooking. Contact: Bert Nevins, WI. 9715.	MRS. AMERICA, INC.	ASBURY PARK, N.J.

ADVANCE DATES AND NOTICES

Sept. 11-	LEES CARPET CLINIC, GLASGOW, VIRGINIA.
Sept. 13	PUBLICITY: WILMER C. CRESSMAN, JAMES LEES & SONS CO., BRIDGEPORT, PENNA.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 12	KATHI URBACH EXHIBIT A special promotion and display of the fiber sculptured paintings, wall hangings and murals of artist-sculptress Kathi Urbach will be featured by the Town Shop beginning on the above date, when Miss Urbach will make a personal appearance there. Also to be shown are Miss Urbach's fabric sculpture figurines. Publicity: Frances Carter Scott: OR. 5-3815.	THE TOWN SHOP	NEW BEDFORD, MASS.
Sept. 12-13 ROSH HASHONAH --- JEWISH NEW YEAR.			
Wednesday Sept. 13- Sept. 15	NEW FALL LINE In addition to new selections of the documentary patterns for which they are well known, Greeff Fabrics will introduce a wide variety of hand-blocked English prints as well as new patterns and colors in Mandarin silks on these dates. Hours are: September 13, 10 A.M. sharp; September 14, 2:30 P.M. sharp; September 15, 10 A.M. sharp. Contact: Mrs. Donald Price, PL. 9-2310; Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS, INC.	4 EAST 53RD ST.
Sept. 17- Sept. 20	DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: ALLIED EXHIBITORS, INC., 712 SOUTH OLIVE ST., LOS ANGELES, CAL.		
Sept. 17- Sept. 20	WESTERN JEWELRY & SILVERWARE SHOW This show, which will also include china and glass, will be held on these dates. Contact: Woody Klingborg, L.A. Trade Fair, 1151 S. Bway, Los Angeles 15, California; Publicity: Medberry & Barth, 860 S. Los Angeles Street, Los Angeles 14, California.	LOS ANGELES TRADE FAIR 1151 SO. BROADWAY, L.A.	HOTEL BILTMORE LOS ANGELES, CAL.
Sept. 17- Sept. 23	EXHIBIT AND SALES OF BEST IN HANDICRAFTS, TOWN HOUSE, STORROWTON, EASTERN STATES EXPOSITION, WEST SPRINGFIELD, MASSACHUSETTS.		
Sept. 18- Sept. 20	NORRISTOWN FAIR, CITY HALL AUDITORIUM, NORRISTOWN, PENNSYLVANIA. CONTACT: JOAH A. HEIDEL, MGR., NORRISTOWN, PENNSYLVANIA.		
Sept. 21	YOM KIPPUR---JEWISH DAY OF ATONEMENT.		
Thursday Sept. 21- Sept. 30	TO PROMOTE HOME FASHION TIME A definite program to tie-in with and promote Home Fashion Time has been adopted by the Carpet Inst., Inc. and by the Decorative Fabrics Inst., Inc. The Carpet Inst. will start its observance on the Thursday preceding the official week, Sept. 25-30. Advertising mats, display ideas, a special poster and streamer, will be included in the Home Furnishings Industry Com. kit at no extra charge to the retailer and will be available through the National Retail Furniture Assn. In addition a special carpet kit will be made available to specialty carpet and rug shops through the same organization. Department, furniture and fabric specialty stores throughout the country will be sent "Fashion Facts," a work-plan kit for decorative fabric promotions during Home Fashion Time and throughout the year. A single sheet of 15 stories and fillers will be sent to newspaper editors of woman's pages containing advice on making a little decorating money go far. Scripts on decorative fabrics as well as times spots on Home Fashion Time have been prepared for women's program commentators across the country. Contact for Carpet Inst.: Melva Chesrown, EL. 5-7651. Contact for Decorative Fabrics Inst.: Claire Corbin, LO. 5-1399.	CARPET INSTITUTE, INC. DECORATIVE FABRICS INST. INC.	NATIONWIDE RETAILERS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 21-30	CALIFORNIA HOME FASHIONS SHOW, OREGONIAN'S HOSTESS HOUSE, PORTLAND, ORE.		
Sept. 24	METZ INTERNATIONAL FAIR, GERMANY TO OCTOBER 8.		
Sunday Sept. 24	SPECIAL FEATURE SECTION	N.Y. TIMES	229 WEST 43RD ST.
	A special full-size supplement will be included with the Sunday edition of the Times for this date to coincide with the promotion of Home Fashion Time. This "N.Y. Times Home Section" will be devoted to design, decoration, maintenance, recreation and entertainment. Send editorial photographs and material to Betty Pepis, LA. 4-1000.		
Sept. 24-26	FLORIDA CHINA, GLASS & GIFT SHOW, SAN JUAN HOTEL, ORLANDO, FLORIDA.		
Sept. 24- Sept. 28	NORTHWEST GIFT, ART & HOUSEWARES SHOW, HOTELS RADISSON & DYCKMAN, MINNEAPOLIS, MINN. CONTACT: HELEN BRETT, 9825 S. MERRION AVE., CHICAGO 17, ILL.		
Sept. 24- Sept. 30	ALLIED JEWELRY SHOW, HOTEL BILTMORE, LOS ANGELES, CALIFORNIA. CONTACT: ALLIED EXHIBITORS, INC., 712 SOUTH OLIVE ST., LOS ANGELES, CAL.		
Monday Sept. 25- Sept. 30	NATIONAL WINDOW WEEK	STEVE HANNAGAN OFFICE	NATIONWIDE
	Newspaper and magazine editors will be furnished with four actual samples of new fabrics plus samples of all venetian blind news for any television show across the country on which the editor will discuss "What the well-dressed windows will be wearing this fall." A four-page story, plus four pictures, including a "before and after" problem window treatment is also part of this package. Contact: Kim Wiss, Steve Hannagan, PL. 5-2900.		
Monday Sept. 25- Sept. 30	HOME FASHION TIME	HOME FASHIONS LEAGUE	NATIONWIDE
	This annual national event is receiving strong backing in New York. Macys, Lord & Taylor's, Bloomingdale's, Sterns and Abraham & Straus have already indicated their intention to participate whole-heartedly. Meetings have been scheduled with other department stores and with home furnishings retail shops. Editorial material, including photographs on new fashions in home furnishings is beginning to come in and it is hoped that sufficient material will be available to meet the demands of the coast-to-coast press. Contact: Josephine Brush, PL. 5-2276.		
Sept. 26- Oct. 1	1950 WESTCHESTER BETTER HOMES EXPOSITION, COUNTY CENTER, WHITE PLAINS, N.Y. CONTACT: ROBERT A. DURK, MGR., 201 MAIN STREET, WHITE PLAINS, N.Y.		
Tuesday Sept. 26- Nov. 28 7:00 P.M. 9:00 P.M.	1950 FALL COURSE IN PUBLICITY	PUBLICITY CLUB OF NEW YORK	HOTEL SHELTON NEW YORK
	A course in publicity, open to non-members, is being given on ten consecutive Tuesdays, beginning on this date. Registration fee is \$10 for entire course. The first lecture entitled "What Is Publicity?" will discuss the tools of publicity: Contact: Rita Ctway, PL. 5-4000.		
Sept. 27- Oct. 1	NEW HAVEN ANTIQUES SHOW, NEW HAVEN, CONNECTICUT. CONTACT: MILTON COTTLER, MGR., 220 PARK AVENUE, NEW HAVEN, CONN.		
Sept. 28- Sept. 29	ANNUAL CONVENTION OF NATIONAL ASSOCIATION OF FURNITURE MANUFACTURERS. EDGEWATER BEACH HOTEL, CHICAGO, ILLINOIS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 28- Nov. 30 7:30 P.M.	PUBLICITY WORKSHOP LECTURE COURSE Ten Thursday evening lectures by leading publicists and editors on specific phases of the fashion industry and related fields will begin on this date: Ready-to-wear; Cosmetics; Food and Home Furnishings. Workshop sessions on photography and the mechanics of publicizing products of interest to women will also be held. Director: Ellen Lind. Fee for course: \$20.00. Contact: Mrs. Gilbert, Promotions, MU. 8-1837.	PROMOTIONS 1068 SECOND AVE.	HOTEL DEIMONICO PARK AVE. & 59TH ST.
Oct. 1- Oct. 5	GREATER NATIONAL CAPITAL GIFT, ART AND HOUSEWARES SHOW. HARRINGTON HOTEL, WASHINGTON, D. C.		
Oct. 1-31	NATIONAL PICTURE MONTH. PUBLICITY: CATHERINE BLONDIN, MU. 9-6360.		
Oct. 1-31	CHEESE FESTIVAL MONTH.		
Oct. 2- Oct. 6	NATIONAL HARDWARE SHOW, GRAND CENTRAL PALACE, NEW YORK, N.Y. CONTACT: TED BLACK, MEDICAL ARTS BLDG., READING, PA.		
Oct. 2-8	GAS APPLIANCE MFRS. ASSN. EXPOSITION, CONVENTION HALL, ATLANTIC CITY, N.J.		

EDITORIAL CORRECTION

Anyone wishing information on how to obtain a Dale Orange Peeler should telephone Mr. Karsten, Dale Sales Corp., 21 East 40th St. at MU. 9-0352.

MUSEUM, GALLERY AND GARDEN NEWS

Thursday Sept. 14- Oct. 28	MODERN PAINTERS & SCULPTORS IN FABRIC DESIGN EXHIBIT A cocktail party to preview the exhibit, by invitation only, will be given at the gallery on Sept. 13 from 4 to 7:00 P.M. for the magazine and newspaper press and buyers. Leading textile firms in the decorative and apparel fields as well as important wallpaper producers are participating in this presentation of advanced textile design. Publicity: Mary Marsh, PL. 9-2675.	PERSPECTIVES GALLERY	34 EAST 51ST STREET
Wednesday Sept. 27- Nov. 5	WORK BY SKIDMORE OWINGS & MERRILL The work of these architects which includes Manhattan House, Fort Hamilton, Lever House and other buildings throughout the country that have been mass-produced, employing high standard American techniques, will be exhibited at the museum in models, photographs and plans. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

TELEVISION NEWS

Friday Aug. 25 10:00 A.M.- 11:00 A.M.	TELEVISION PROGRAM KATHI NORRIS SHOW Miss Helen Kyle will show Kathi and her viewers some of the unusual desserts and drinks that can be prepared with the aid of the Warring Blender. Publicity: Babs Doniger, PL. 3-1742.	WNBT CHANNEL 4	NBC ROCKEFELLER PLAZA
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Aug. 28 12:00 M.- 1:00 P.M.	TELEVISION PROGRAM JUST FOR YOU Mr. Walter Morris, manager of the design department of 1847 Rogers Bros. will discuss newest trends in silver patterns and show the company's new "Daffodil" pattern. Actor Stuart Erwin and chef Lucien Toucas will also appear to continue their discussion on whether garlic is an essential ingredient for good cooking. Publicity: Babs Doniger, PL. 3-1742.	WNBT CHANNEL 4	NBC ROCKEFELLER PLAZA
Friday Aug. 25 4:30 P.M.- 5:00 P.M.	TELEVISION PROGRAM VANITY FAIR Mr. Walter E. Puschel, vice president of Schumacher & Co. will talk about the renaissance of silk in today's fine home decoration and show Dorothy Doan's viewers some of the newest imported silk fabrics which he has brought back from France and Italy. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS 485 MADISON AVENUE

EDITORIAL REQUIREMENTS

For Decorative Art Annual 1951. The Studio Publications, Inc.
432 Fourth Ave., New York 16, N.Y.

This 33rd issue of the Annual will be devoted to American material. The publication can use glossy photographs for their sections on exteriors, modern houses, interiors (all rooms including the kitchen) individual pieces of modern furniture, pottery, glass, silverware, lighting, floor coverings, fabrics, wallpaper etc. Full credit will be given to designers and manufacturers. Deadline for material is Sept. 5. Contact: Bryan Holme, president.

For Metropolitan Press Agency, 271 Madison Avenue, New York 16, N.Y.

This agency is interested in receiving photographs, news and complete information surrounding new products as they are made available to the public, particularly material dealing with gadgets and gimmicks. Address: Edgar H. Bauman. Mr. Bauman is also interested in receiving, at the above address, information pertinent to the four radio shows which he conducts over WKNY (Mutual) emanating from Kingston, N.Y.: "Ed Bauman's Scrap Book", "Ask Me A Question", a program on pets and one on aviation.

For Margaret Byrne, 3318 Maynard Rd., Shaker Hts., Cleveland, Ohio.

Miss Byrne is a producer of radio and television programs in Cleveland and in the capital area of New York State. She is very anxious to obtain all releases which will be useful to her in planning broadcasts.

PROMOTIONAL REQUIREMENTS

For Bert Nevins, Inc., 152 W. 42nd Street, New York 18, N.Y.

National Donut Week will be held in October this year. This organization is interested in tie-ups with related item food products. Address Paula Golden.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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